



DATCP Investigation Leads to Charges Against Roofer

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MADISON – Alliance Construction & Roofing, an Ohio-based company, has been charged by the Dane County District Attorney's Office with multiple violations of the state's consumer laws. This case is based on a recent investigation by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) and the Verona Police Department.

On February 1st, the Dane County District Attorney charged Alliance's owner, general manager and a Wisconsin sales representative with the following violations:

- Morris Jones, owner of the company, has been charged with 13 counts of theft by contractor, 11 counts of failure to list the start and completion dates on contracts and 2 counts of failure to furnish lien waivers to homeowners
- Stewart Werfel, general manager, has been charged with 1 count of theft by contractor and 1 count of failure to list the start and completion dates on contracts
- Aaron Storts, Wisconsin sales representative, has been charged with 10 counts of theft by contractor, 9 counts of failure to list the start and completion dates on contracts and 1 count of failure to furnish lien waivers to homeowners

Court proceedings began Monday, February 18th.

Following a series of storms in the summer of 2011, Alliance expanded into Wisconsin from Ohio and landed a number of roofing contracts in the Verona area. The company completed some of the jobs between August and November of 2011, but failed to complete 12 additional jobs totaling \$60,943.35 for the homeowners. Alliance assured waiting customers that their roofs would be finished in the spring of 2012, but the work was never completed.

Alliance also failed to pay its suppliers for the materials used in the projects, causing liens to be placed on some consumers' homes. Although Alliance eventually paid the supplier and the liens were removed, the prosecutor still charged the misappropriation of funds in the lawsuit.

For additional information or to file a complaint, visit the Consumer Protection Bureau at datcp.wisconsin.gov, send an e-mail to datcp hotline@wisconsin.gov or call the Consumer Protection Hotline toll-free at 1-800-422-7128.

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